

Georgia WIC Program

VENDOR MAIL | Vendor Updates



Office of Vendor
Management

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Georgia WIC is currently accepting applications for authorization!

Georgia WIC values our existing partnerships with the grocer and pharmacy community. The Georgia WIC Program is currently accepting applications for prospective vendors. If you are interested in becoming an authorized vendor please visit our website <http://dph.georgia.gov/vendor-information> to review our selection criteria and secure instructions concerning documentation. To avoid delays with application processing, please ensure all submitted documentation is complete and accurate.



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Georgia WIC has two (2) open application submission periods during each federal fiscal year.

- October 1st—December 31st

- March 1st—June 30th

AUTHORIZATION STATISTICS FOR FEDERAL FISCAL YEAR (FFY) 2014

During FFY 2014, Georgia WIC authorized 132 stores and trained 52 vendors. Authorization distribution was amongst the following peer groups.

- | | |
|--------------------------------------------------------------|---------------------------------------------------|
| ⇒ Peer Group A —10
(small grocers) | ⇒ Peer Group D —13
(large independents) |
| ⇒ Peer Group B —1
(medium grocers) | ⇒ Peer Group F —2
(pharmacies) |
| ⇒ Peer Group C —106
(chains, 20 locations or more) | |



WIC VENDOR MANAGEMENT WEBSITE



Improvements are underway to better serve you! In the coming months expect to see changes. In order to optimize your experience, while continually offering viable information, our website layout will be revamped. Your accessibility will not be interrupted.

WIC APPROVED FOODS LIST UPDATE

Effective January 12, 2015 the following updates will apply:

(Notice the distinct color changes, placement of proprietary logos, and the addition of the Georgia Peach)

The table below will offer clarification for existing items and upcoming changes to the approved foods list.

CURRENT	WHAT TO EXPECT
	
Organic Fruit Clarification: Organic fruits and vegetables	Organic is allowed for fresh, frozen, and canned produce
Canned Fruit Clarification: Canned fruits containing added fats, or oils	Canned fruits cannot contain added sugar, artificial sweeteners, fats, or oils
No canned tomato paste and salsa can be purchased with CVV	Tomato sauce, salsa, tomato paste are allowed ⇒ Cannot contain added sugar, fat, or oil ⇒ Seasoning allowed for these items only ⇒ Spaghetti sauce NOT allowed
Current Produce Voucher Wording: \$x for fresh, frozen, or canned fruit and vegetables. No potatoes—except for sweet potatoes or yams. No products with added sugar, fat, or oils. No creamed vegetables.	New Produce Voucher Wording: \$x for fresh, frozen, or canned fruit and vegetables. No potatoes—except for sweet potatoes or yams. No products with added sugar, seasonings , fat, or oils. No creamed or candied vegetables.
Bean Clarification: Refried Beans	Refried beans are approved (No added sugar, fat, oil, or meat)
Whole goat milk removed	Whole goat milk will be added back to the approved foods list
Silk and 8th Continent Soy product offered	Walmart brand soy milk will be added to existing offerings
Current Soy Milk Voucher Wording: 2 half gallons Silk (original) or 8th Continent (Original or Vanilla flavors only)	New Soy Milk Voucher Wording: 2 half gallons soy milk
Tofu Size Update Previously approved sizes: 8oz, 14-16 oz	Tofu ONLY approved size: 14-16 oz
Current Tofu Voucher Wording: No more than 4 pound tofu	New Tofu Voucher Wording: 4 containers of tofu (14 to 16 oz)

WIC APPROVED FOODS LIST UPDATE (CONTINUED)

CURRENT	WHAT TO EXPECT
Current Breads/Buns Brands/Types: Bimbo 100% Whole Wheat, Cobblestone Mill 100%, Whole Wheat, Kroger 100% Whole Wheat Round Top, Merita 100% Whole Wheat, Sara Lee 100% Whole Wheat Classic, Sara Lee Soft & Smooth, Nature's Own 100% Whole Wheat, Pepperidge Farm 100% Whole Wheat Stone Ground, Roman Meal 100% Whole Wheat Sun Grain, Wonder Soft 100% Whole Wheat	Updated Bread/Buns Brands/Types: Add—Best Choice, Food Lion, Healthy Life: Whole Wheat Whole Grain, Whole Grain Wheat Flaxseed, Whole Wheat Sandwich Buns Remove— Sara Lee Soft and Smooth, All Pepperidge Farms breads/buns, Merita, Cobblestone Mill
Current Whole Grain Tortillas Brands: Chi Chi's Whole Wheat/Corn, Kroger Whole Wheat, LaBanderita Whole Wheat/Corn, Mi Casa Whole Wheat, Mission Whole Wheat/Corn, Ortega Whole Wheat	Updated Whole Grain Tortillas Brands: Whole Wheat Added: Guerrero Whole Wheat Removed: Chi Chi's, La Banderita Corn Added: Guerrero, Herdez
Currently listing 'Least Expensive Brand' for Orange, Pineapple, Grapefruit, Tomato, and Vegetable	Updated listing 'Least Expensive Brand' for Orange and Grapefruit ONLY Removing Pineapple and Vegetable Juices
Juice currently listed by brand : Welch's and Juicy Juice	Juice will be listed by flavor : Grape, White Grape, Tomato, Apple
Current Cereal Listing: General Mills: Cheerios, Multi Grain Cheerios, Kix, Wheat Chex, Corn Chex, Rice Chex Kellogg's: <i>Frosted Mini</i> (Original, Touch of Fruit, Little Bite), Crispix, <i>Rice Krispies</i> (Regular), Special K, Corn Flakes Malt-O-Meal: Frosted Mini Spooners, Strawberry Cream Spooners, Crispy Rice, Oat Blenders with Honey, Oat Blenders with Honey and Almond Post: Grape-nuts, Grape-nuts Flakes, Banana Nut Crunch, <i>Honey Bunches of Oats</i> (Almond, Honey Roasted, Vanilla Bunches) Quaker: Life Original, <i>Oatmeal Squares</i> (Brown Sugar, Cinnamon), Instant Oatmeal, Instant Grits Original B&G: Cream of Wheat Instant	Added Cereal Items: Dulce de Leche Cheerios, Berry Berry Kix, Honey Kix, Go Diego Go! TM, Dora the Explorer TM, Gluten Free Rice Krispies, Special K Multi Grain, Scooby—Doo!, All Bran Complete Wheat Flakes, Alpha Bits, Blueberry Mini Spooners, Whole Grain Cream of Wheat Removed Cereal Items: Frosted Mini Wheats Touch of Fruit, Frosted Mini Wheats Little Bites, Grape Nuts, Life, Oatmeal Squares Brown Sugar, Oatmeal Squares Cinnamon, Oat Blenders with Honey, Wheat Chex
Current Cereal Voucher Wording: No more than 36 oz	New Cereal Voucher Wording: 36 oz (can choose a combination of allowed box sizes)
Fish Clarification: Tuna and Salmon	Tuna size: 5, 6, and 7.5 oz Salmon size: 5, 6, 7.5, and 14.75 oz
Current Fish Voucher Wording: No more than 30 oz (canned tuna OR canned salmon)	New Voucher Wording: 29 to 30 oz (canned tuna OR canned salmon)
Peanut Butter Clarification: Additives	Peanut Butter cannot have additives (example: marshmallow, chocolate, honey, etc.)
Current Infant Cereal Listing: Beech Nut: Rice, Oatmeal, Multigrain Gerber: Rice, Oatmeal, Barley, Multigrain, Whole Wheat	Added Infant Cereal Listing: Kroger Comforts Baby: Rice and Oatmeal Walmart Parent's Choice Removed: Gerber Barley

WIC APPROVED FOODS LIST UPDATE (CONTINUED)

CURRENT	WHAT TO EXPECT
Infant Food: New Flavors	Gerber: Bananas with Apples and Pears, Apple Peach Squash, Banana Carrot Mango, Peach Zucchini Corn Beech Nut Classic: Banana & Mixed Berry
Gerber twin pack currently 7 oz	Adding New Size: Gerber twin pack 8 oz *Both size 7 & 8 oz will be approved
Current Infant Food Voucher Wording: 14— 4 oz OR 8-7 oz (twin pack) containers baby food fruit and/or vegetable (stage 2 or 2nd foods)	New Infant Food Voucher Wording: 14— 4 oz OR 8-7 oz (twin pack) or 7-8 oz (twin pack) containers baby food fruit and/or vegetable (stage 2 or 2nd foods)

COMPLIANCE MONITORING



Announced and unannounced monitoring visits are conducted to ensure compliance with program guidelines. A critical requirement of maintaining compliance is consistent maintenance of minimum inventory as prescribed in the Georgia WIC Vendor Program Handbook effective April 1, 2014. This requirement must be maintained **at all times**. Failure to maintain minimum inventory requirements could result in the issuance of sanctions. On-site inventory evaluations assess the presence of WIC approved and non WIC food items. The assessments are conducted by authorized representatives of the Georgia WIC Program.

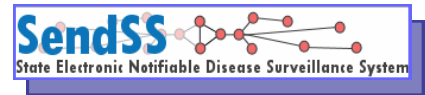
IMPORTANT REMINDERS FOR CASHIERS

- ⇒ If a WIC participant has left a WIC authorized grocer without signing their voucher, the vendor cannot contact the participant to request a signature. Failure to comply could result in the issuance of a sanction.
- ⇒ WIC participants should be allowed to participate in store/manufacture promotions that are extended to non-WIC customers. The WIC participant should not be treated differently than non-WIC customers.
- ⇒ Minimum inventory items must be maintained at all times to ensure availability of WIC inventory designated for WIC participants. Expired foods do not count towards the required minimum inventory and will not be considered during the pre-authorization process or during the agreement period. All inventory offered to the public should be unexpired.
- ⇒ Food Instruments/vouchers should not be submitted for redemption before the 'first day to use' and after the 'last day to use'. Vouchers redeemed outside of these dates will not be honored.
- ⇒ Cash Value Vouchers (CVVs) can **only** be redeemed for the maximum amount printed on the face of the voucher (\$7.00, \$8.00, and \$10.00). The participant is responsible for amounts exceeding the face value of the CVV. The WIC participant must be allowed to pay the difference when the cost of their produce exceeds the price stated on the CVV. The amount over the CVV maximum is subject to tax, where applicable. The WIC participant is responsible for paying the difference plus the applicable sales tax.



SHELF PRICE SURVEY

Shelf Price submissions **must be** completed quarterly, at minimum. Failure to do so could result in the issuance of a sanction, per the Georgia WIC Program Vendor



Handbook, effective April 2014 (Category 1- Violation 3). All vendors, despite peer group, should submit prices for each represented store location to ensure an equitable accounting of prices throughout the state. Vendors are encouraged to submit updated prices for any food item as frequently as the price fluctuates. Encourage your suppliers and wholesalers to forward formal notices of price increases that are being passed on to you to the State Office. The program can address those market fluctuations proactively. **The next quarterly shelf price survey will be collected February, 2015.**

Food Sales Submissions will be available online beginning February, 2015. Authorized vendors can complete Food Sales Submissions as well as the Sales and Use Tax (ST-3) data in association with the Shelf Price Surveys via the State Electronic Notifiable Surveillance System or SENDSS.

REMEMBER: Stores in Peer Groups A, B and G **are not permitted to redeem vouchers for Special Infant Formula and Medical Foods.** Only Peer groups C, D, E, F are permitted to redeem special infant formula and medical foods vouchers.



VENDOR RELATIONS UNIT

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FROM YOUR GEORGIA WIC TEAM

happy
holidays!